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Industrial Distribution

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Hotline: Canadian markets open for distributors

COMMUNICATING FOR PROFIT

ID Industrial Distribution®

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INDUSTRY NEWS...

dustry leaders such as IBM, Xerox, Kodak, and AT&T.

The SIDA convention runs from Jan. 23-25 at Dallas' Lowes Anatole Hotel. □

John Kovacs named ID's new national sales manager

NEWTON, MA—John R. Kovacs was appointed national sales manager of INDUSTRIAL DISTRIBUTION, effective Oct. 5.

Kovacs, 46, brings 23 years of publishing experience to *ID*. Prior to joining the magazine, Kovacs was national sales manager for *Instruments and Control Systems* magazine and *Instruments and Apparatus News*, both published by Chilton Co., Radnor, PA.

Before his stint with Chilton, Kovacs worked at Technical Publishing for 11 years, 6 of them with *Plant Engineering* magazine. Prior to that he had a long affiliation with McGraw-Hill.

"With the upcoming redesign of the magazine, this is a very exciting time to be with INDUSTRIAL DISTRIBUTION," Kovacs said. "I plan to provide the leadership that will generate increased advertising revenues and expanded editorial coverage."

Kovacs is a graduate of Notre Dame University, South Bend, IN, and also holds a Masters in Business Administration from Loyola University, Chicago, IL. He will be relocating to Boston with his wife Lynne in the near future. The Kovacs' have two sons, Andrew, 23, and David, 19. □

ID's new sales manager— John Kovacs is ready to take the magazine into the future.

Coilhose to open West Coast facility

MIDDLESEX, NJ—Coilhose Pneumatics, a manufacturer of air line accessories, is opening a plant early next month in Anaheim, CA.

A Coilhose spokesperson said the new facility will be run by William Amneus, Jr., who was appointed the plant's general manager. Amneus has broad experience in the industry, having served for more than 20 years at Amflo Products in Santa Ana, CA.

According to Coilhose, the Anaheim plant will enable the company to better serve its West Coast customers. Coilhose plans to market through industrial distributors. □

Faultless offers distributors market research program

EVANSVILLE, IN—Faultless Caster Corp., a producer of industrial casters and wheels, has broken new ground for manufacturers by offering its 350 distributors a co-op market research program.

According to Sal Aliotta, a spokesman for Faultless, the company's Market Potential System (MPS) represents one of the first times a manufacturer has actively supported a distributor's marketing efforts.

MPS provides sales potential data for casters by state, county and Standard Industrial Classification (SIC) codes and, within these groupings, identifies consumption levels for up to 3000 individual companies. The fee for each report is $720, of which Faultless pays half.

Aliotta said Faultess first learned of the MPS concept through the NIDA/SIDA sales and marketing committee. He explained that early versions of the system classified casters in the broad category of materials handling.

INDICATORS . . .

The *NIDA/SIDA Industrial Distribution Index*, which follows the sales of industrial maintenance, repair and operating equipment, dropped 4.2 points in September, falling to 147.3. All of the reporting geographic regions sustained declines; the East was down 2.5 to 137.7, the Midwest was down 2.1 to 124.8, the West was down 10.6 to 176.6, and the South was down 5.8 to 183.8. Overall the September 1987 number of 147.3 was up 1.6 from September 1986 . . . The *NIDA/SIDA Industrial Supply Inflation Index* (1977=100) stood at 166.9 for September, up 0.4 points, or 1%, from the previous month and up 1.8 points, or 1.1%, from September 1986 . . . *SIDA's Monthly Sales Trend Report* for August showed mixed results. While the 116 reporting locations showed a 0.3% decrease in sales for August 1987 as compared with July 1987, the companies participating in the survey also experienced a 10.3% sales increase from August 1987 as compared with August 1986 and a 3.6% increase for the first 8 months of 1987 as compared with the first 8 months of 1986. In addition, 55 locations reported increased sales in August 1987 as compared with July 1987, 69 locations experienced increased sales in August 1987 as compared with August 1986, and 50 locations experienced increased sales for the first 8 months of 1987 as compared with the first 8 months of 1986 . . . *The ASMAA Two-Month Moving Average Index of New Orders, seasonally adjusted*, at 128.0 in August, was 3.4 points higher than in July 1987 . . . *The Federal Reserve Board's Durable Manufacturers Index, seasonally adusted*, which tracks the performance of the industrial production of durable goods, was up 0.7 points in August to 132.7. □

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